

## SHOPPING AID DISPLAY VIEWER

### BACKGROUND, BRIEF SUMMARY, AND OBJECTIVES OF THE INVENTION

This invention relates generally to a shopping aid display viewer and more particularly to a device for showing photographic slides of consumer products or services such as motels, airline schedules, recreational areas, visitor attractions, restaurants, rental/sell property and other generally similar items or services in a programmed manner subject to automatic operation and selective regulation from time to time by users.

There is a broad and extremely useful application for an apparatus that will display items, services, and locations to a visitor or newcomer within a given area or location, simultaneously locate the outlet or area of interest on an accessible map, and make direct telephonic communication with the location automatically upon actuation by the user. Such a device will enable one not at all familiar with a given location to positively locate a desirable outlet or facility and determine, for example, if a specific commodity is available for purchase or if accommodations, food, or entertainment is available for a particular time.

The present invention has evolved from a recognition of the need expressed above and is made up in preferred form of a housing having a daylight viewing screen adapted for viewing from the front side images projected on the back, a conventional slide projector, a second viewing area carrying a locator map and electronically wired illuminating means to designate specific locations thereon, a telephone for automatically contacting the location desired, and a manually interruptible automatic control panel which coordinates the operation of the projector, the locator map, and the telephone so that a product or service location can be projected on the viewing screen, designated on the locator map, and reached by telephone automatically if desired by the consumer.

With the foregoing in mind, it is an express object of the present invention to provide a shopping aid display viewer for showing articles or services and their locations or addresses which information might be difficult or at least time-consuming to accumulate by a visitor or newcomer to a certain locality.

Another object of the present invention is to provide telephonic means to make personal and immediate contact with an outlet or service location to arrange for the purchase of products or services.

A further object of the present invention is to show photographic slides of products, service, visitor attractions, recreational areas, and the like in a programmed manner giving general illustrations simultaneously with corresponding detailed information and making telephonic connection immediately thereafter.

Yet another object of the present invention is to provide controls for regulation by customers so that interesting products or service locations can be retained on the screen and studied for a desired period of time.

Other objects and advantages of the invention will become more apparent after consideration of the following detailed specification taken in conjunction with the accompanying drawings wherein like characters of reference designate like parts throughout the several views.

### FIGURE DESCRIPTION

FIG. 1 is a perspective view of the shopping aid display viewer embodying the present invention.

FIG. 2 is a transverse section taken on the line 2—2 of FIG. 1.

FIGS. 3(a), 3(b), and 3(c) are schematic views of electrical control circuits responsive in conjunction with the projector for simultaneous operation of the control panel.

FIG. 4 is a perspective and fragmentary view of the shopping aid display viewer embodying the present invention showing the control panel.

### DETAILED DESCRIPTION OF THE INVENTION

With reference to the drawings, the shopping aid display viewer is shown generally in FIG. 1 as 10 and has a housing 12 which is in turn made up of a series of specific components. A base 14 engages a supporting surface 16 and is suitably adapted to maintain the housing on that surface in a stable condition. A lower vertical trunk 18 engages and extends upwardly from base 14 and is adapted to house a slide projector 30 as shown in FIG. 2. Counter 20 is supported by trunk 18 and carries a control panel shown generally as 38. An upper vertical trunk 22 holds various components subsequently to be described. A locator map display module 24 sits atop upper vertical trunk 22 and maintains a slightly recessed header 26 preferably used to display an illuminated advertisement deemed most appropriate for the contemplated location.

Upper vertical trunk 22 carries a daylight viewing screen 28 having a front and back side and being adapted for viewing from the front side images projected on the back side thereof. Slide projector 30 is maintained within housing 18 to project images of photographic slides on daylight viewing screen 28. A suitable mirror 32 is movably positioned within the housing to reflect images projected by the projector onto the back side of the screen.

A second viewing area 33 preferably carrying a locator map is supported by display module 24 and is constructed in conjunction with electronic circuitry that will permit programmed and actuated lights to appear at designated locations on the map as products, services, and the like are programmed and viewed during the normal operation of the viewer.

A telephone 34 is mounted on the upper vertical trunk 22 in the manner shown in FIG. 1 and is preferably equipped with an automatic dialing mechanism of conventional design that will permit the automatic dialing of the number of the outlet or address desired when activated by a user.

Control panel 38 contains a dial 44 for selection of a desired category with a hold button 40 and an area 42 containing space for 160 item or service classifications. For example, a consumer wishing to buy a handbag will turn the dial selector to the corresponding item number. This will connect and actuate the projector with the handbag section and cause it to commence the automatic presentation of slides on the screen for several outlets selling handbags.

The projector will automatically cycle through the slides of the outlets carrying handbags at, for example, ten-second intervals unless the customer depresses the "Hold" button 40 which suspends the automatic programmed presentation. Once an outlet or store has been selected, the consumer may turn the automatic